



SIERRA MADRE NEWS



THURSDAY, SEPTEMBER 30, 1943

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

VOLUME 38, NO. 2

Draft Calls
15 More in
Sierra MadreOctober Quota for This
District Also Expected
to Be Large

At least 15 Sierra Madrans received notice to report for induction into the armed forces on Tuesday and took their physical examinations, following which they were given 10 days further.

A complete list of the draftees from the Sierra Madre-Arcadia-Monrovia district is not available. It is known, however, that 115 constituted the district quota with the probability that the October call will also draw heavily on this area.

Sierra Madrans known to have been called are: Ole Bob Hanson, Henry M. Lannan, Harry Le Roy Embree, Robert C. Lyon, Jerome J. Thill, George H. Grilva, Allen Rhodes, David T. Brooks, Lewis M. Bailey, Joe F. Hutak, David L. Roess, Kenneth R. Ogg, Carl W. LaLone, Willos E. Hill.

Prayers for
Just Peace
Said by JewsJewish New Year Ushered
In Here at Services in
Temple Beth Israel

At sundown Wednesday the Jews of Sierra Madre, like their brethren throughout the world, began the celebration of Rosh Hashanah—the Jewish New Year, 5704—with services at the Temple Beth Israel, Lima st. at Laurel ave.

Wherever free worship is still possible, Jews have gathered in synagogues and temples to pray for a quick, victorious, and lasting peace, so that mankind may heal its wounds and never again experience the miseries of war. The Jews of America are also paying homage to God for this blessed country and for its constitution which affords each citizen an opportunity to live in it with dignity and die for it in glory.

The Jews of Sierra Madre at the sundown service yesterday wished all their friends and neighbors a very Happy New Year.

Following is the calendar for the remaining holiday services: Thursday, 9 a.m.; Friday, 9 a.m.; Saturday, 9 a.m.

Yom Kippur (Day of Atonement)—Friday, Oct. 8 (Kol Nidre) 7 p.m.; Saturday, 8 a.m.; Memorial Service (Yizkor), 11 a.m.

Sierra Madran to
Head Arcadia's
De Molay Chapter

A Sierra Madran, William Simmons, will be installed as Master Councillor of the Arcadia Chapter of the DeMolay at ceremonies to be held at 8 o'clock Saturday evening, Oct. 2, at the Arcadia Masonic Temple. A brother, Goodrich Simmons, will be installed at the same time as Senior Councillor along with the other recently elected officers. Both are sons of Mr. and Mrs. G. K. Simmons of W. Montecito ave. Sierra Madrans are invited to attend the installation.

Pfc. Henry W. Braumann has been selected by the 35th Division Officer Candidate Board to attend Officer Candidate School for Ordnance, being one of two among 20 applicants selected. He is now on special duty with the Special Service Office of the 1st Infantry Regiment where he is in charge of entertainment for the soldiers, contributing his own magic performances in this connection.

Former Resident
Here is Killed When
Shell Explodes

George Myrel Cobel, formerly of Sierra Madre, was killed in an explosion Labor Day while working at the plant of the Bernite Powder Co. at Saugus. A shell exploded, killing him instantly and injuring two others. He was buried the following Monday with full military honors at the Veterans' Cemetery at Sawtelle, having served in the Navy in World War I. Mr. Cobel is survived by a son, George Frances Cobel, of 72 W. Mira Monte ave.

Newspaper
Week Will
Be ObservedLocal Kiwanis Club to
Hear Director of U.S.C.
School of Journalism

Proclaimed by President Roosevelt and the governors of the 48 States, National Newspaper Week will be observed throughout the land during the seven days from October 1 to 8 with the slogan, "A free press and a free people—an unbeatable team." Business organizations, trade associations, public officials, churches and practically all of the service clubs everywhere will join in the observance.

Sierra Madre's Kiwanis Club will follow its annual custom and take notice of the event at its luncheon meeting next Tuesday noon, October 5, when Prof. Marc N. Goodnow, Director of the School of Journalism of the University of Southern California, will be the guest speaker.

During his association with the university since 1919 Prof. Goodnow has probably started off more young men and women onto careers in journalism than any other man in Western America, having been field representative of the school he now directs. In this capacity he took squads of the graduating classes of the school into newspaper offices where they gained first-hand, practical newspaper experience in writing and producing newspapers of the West Coast under his supervision, sometimes having half a dozen squads producing papers in as many cities at one time. His graduates were always assured of good positions when they left the university.

A contributor to many national magazines, he founded the Gary, Indiana, Tribune, and for several years conducted a national advertising agency. He became identified with the U.S.C. in 1919 and has served as executive secretary of the Institute of World Affairs held annually at Riverside under the auspices of the University since 1940. This outstanding event brings to the west coast many of the nation's leading thinkers for a discussion of world problems.

Assisting him now at the university are Dr. Adamantios Th. Polyzoides, and Dean William G. Hild of the university Law School.

Sierra Madran on
Board to Keep Small
Industries Alive

Carl T. Colt, vice-president and general manager of Summers Manufacturing Corporation, has received an appointment from Washington to the Regional Board of Governors of the Smaller War Plant Corporation. This board covers Southern California, Arizona, and Nevada. Its purpose is to keep smaller war plants and essential service industries going now and after the war; see that they get manpower and are not frozen out by big industry.

Mr. Colt and family have lived here in Sierra Madre at 595 Elm st. for the past two years. He is director of the Los Angeles Chamber of Commerce.

The Weather

From the hottest day in five years, when the temperature reached 106 degrees last Thursday, it took a nose dive that sent it down to a maximum of 70 on Monday, when Sierra Madrans thought they were all set for a spell of Fall weather. But it started up again Wednesday afternoon and more warm weather is expected to push the fall Victory and flower gardens forward. Temperatures recorded at the city pumping plant for the week have been:

	Max.	Min.
Sept. 23	106	60
Sept. 24	92	60
Sept. 25	88	62
Sept. 26	70	62
Sept. 27	76	56
Sept. 28	79	61
Sept. 29	84	56



NATIONAL NEWSPAPER WEEK—OCT. 1-8

'Rights of the Free Press are the
People's Safeguard'—RooseveltTO THE NEWSPAPER PUBLISHERS
OF AMERICA:

National Newspaper Week again affords an opportunity for us to renew our faith in the principles of Democracy and to re-appraise our efforts to sustain that Democracy against our enemies. In this supreme war effort, the daily and weekly newspapers of America are charged with great responsibility. It is their task to keep the people fully and wisely informed, to record and publish those sober facts that will steady the helm and even the keel of a nation tossed on the sea of wartime uncertainty. Today the war news is better than it was a year ago. We are on the offensive; the enemy has been dislodged in many quarters. Yet the need for a sharp perspective, for a sure balance, for an intelligent evaluation of our gains and a cautious weighing of our future tasks is imperative. The enemy would confuse and disintegrate us with rumors and misunderstandings. Our most effective weapon against his malicious falsehoods is the truth, an accurate, full, and fair presentation of the news in a free press.

The rights of a free press are the safeguards of the people; the responsibilities of a free press are the commandments of the people.

FRANKLIN D. ROOSEVELT

MANPOWER CHIEF TELLS IMPORTANCE OF SERVICES
RENDERED BY NEWSPAPERS IN WAR'S CONDUCT

TO THE NEWSPAPER PUBLISHERS OF AMERICA:

America's newspapers deserve the Nation's thanks for their contribution to the war effort. Without their support, our steady, sturdy stride toward victory would slow down to a limp, if not, indeed, to an utter standstill. To his newspaper the patriotic citizen looks for information as to how he may best serve war's present need and what its hard exigencies may require of him in sacrifice and self-denial. In news and editorial columns alike it points the way and lights the path. It is the primary recruiting agent of the armed forces and the herald of all the war agencies of government. It tells the bonds that pave the road to victory. It collects the scrap that is forged into the weapons of war. It primes a pump that produces a flow of life-giving blood to brave men who have shed their own on the field of battle. It opens up every possible avenue of public assistance to our men-in-arms.

It is only, perhaps, when he contrasts it with the benighted press of totalitarian countries that the American citizen realizes how priceless a heritage is a Free Press. Uncensored except by itself in the presentation of war news, it enjoys the privilege and exercises the duty of criticizing, whenever in its own sovereign judgment criticism is called for.

I join my fellow Americans in a grateful salute to the press of America as we are about to observe National Newspaper Week, October 1-8.

War Manpower Commission.

—PAUL V. McNUTT, Chairman

FREE PRESS MADE IT POSSIBLE TO ORGANIZE NATION
TO WIN, SAYS HEAD OF WAR PRODUCTION BOARD

FREE PRESS MADE—

To the Newspaper Publishers of the United States:

My experience in the past two years has fully confirmed my belief that the American people will cheerfully do whatever is asked of them in this war effort, provided that it is fully explained to them, and they are convinced that everyone is being treated fairly.

It is obvious that a free and intelligent press is vital to the continuation of that kind of understanding. Because the channels of communication are free and open, and because the press which maintains those channels is free to criticize wherever criticism is needed, it has been possible to organize this country for war production with a minimum of arbitrary controls and a maximum reliance on voluntary cooperation.

War Production Board
DONALD M. NELSON, ChairmanShippey to Address
the Arts Guild

Lee Shippey, Sierra Madre columnist and author, will select his own subject when he addresses a meeting of the Arts Guild to be held at 8 o'clock tomorrow evening. In connection with the meeting there will be an exhibit of model airplanes that were built for study by airplane spotters. It is hoped that Lt. "Jim" Dewey will be able to present to explain something about them.

Two Local Army Men
Will Retire Today
Age Limit Reached

Two Sierra Madre Army officers, Lieut. Col. David Reeves, whose home is at 151 Vista Circle, and Maj. James F. Key, also a resident of Canyon Park, will be retired from the service today, having reached the retirement age. Both are serving in the 9th Service Command.

Former Member of
Local Church Will
Occupy Its Pulpit

Rev. Willard Hubbard of Carthage, Texas, a former member of the congregation, will speak Sunday morning at the Nazarene Church.

At the evening service, Rev. Herald Taylor, the latest outgoing young preacher from this Nazarene congregation, will give his farewell message to the church. Rev.

City Joins in
Demand for
a HospitalCouncil of Defense Heads
Protest State War Boards
Classification

Sierra Madre has joined San Gabriel Valley communities in demanding establishment of a hospital in this area. The city council at its meeting Tuesday evening adopted a resolution of Disabled American Veterans urging the government to place such an institution in the foothill area east of Pasadena. A similar resolution has been adopted by the councils of Arcadia, Monrovia, Covina, and Azusa, all of them calling attention to the absence of any such institution. Mayor Froelich appointed Frank Spencer to cooperate on behalf of this city with representatives of other communities in pressing the subject.

Forest Ranger Harry Grace appeared before the council in support of the complaint recently filed by the Forest Service against maintenance by the city of a fire hazard at Orchard Camp. Grace explained that the abandoned cabins and other buildings there constituted a very real hazard and insisted that at least some of them should be destroyed. Having in mind that the council intended turning the camp over to the Boy Scout Explorer Troop for a recreation and training center, Mayor Froelich appointed a committee consisting of Bruce McGill and Vinton Hoegge to inquire into the situation and the council clothed them with authority to take whatever action is necessary.

City Attorney Walter Dunn reported to the council that state gas tax money imposed by the state for cities may not be used for the purchase of war bonds so that the council was unable to further contribute to the Third War Loan.

Parents Can Help
School Attendance

Mumps, whooping cough and scarlet fever all showed substantial increases in number of reported cases last week, according to County Health Officer, Dr. H. O. Swartout. The health officer pointed out that this is the usual trend following opening of schools in the fall.

"In the long run school attendance would be much better if all parents would insist upon keeping their children at home when they show signs of communicable disease," said Dr. Swartout yesterday.

With
Sierra
Madre
Boys
In
Service

A communication from the commanding officer at Quantico, Va., yesterday announced that Second Lieut. James Hamilton McRoberts of Sierra Madre, son of Mr. and Mrs. George W. McRoberts of 536 West Highland ave., completed his advanced of-



Lieut. James H. Roberts

ficer-training course with the Marines at Quantico on September 22 and is now awaiting assignment to a Marine combat unit or to a specialists' school for further training.

Capt. David H. Allen, son of Mrs. Harold E. Allen of 250 W. Highland ave., stationed with the Army Quartermaster Corps in New Guinea, has sent word to his mother that he is well but would certainly enjoy some home-cooked American meals as a relief from their concentrated food rations. He has been overseas ten months.

Mr. and Mrs. John Baxter Jovanat Jr., of 560 W. Montecito ave., have returned from Stockton Field, Calif., where they visited their son and daughter-in-

\$57,000 Needed to Meet
City's Third War Loan Quota;
Campaign Ends SundayBlock Mothers Enthusiasti-
cally Agree to Continue
Door-to-Door Canvass

Short \$57,000 of the Sierra Madre quota of \$165,000, the local Third War Loan Committee decided Wednesday to extend the campaign until Sunday evening. A meeting of Block Mothers Organization was called and its members, who had signed up over \$16,000 in War Loan subscriptions, enthusiastically agreed to continue their door-to-door solicitation of townspeople until the drive ends Sunday.

"We had hoped to complete the campaign here Thursday evening, but checking up Tuesday night we discovered only \$108,000 had been subscribed in Sierra Madre," said Dan C. Reib, co-chairman of the local committee, "and since the National drive is to be extended over the weekend, it was decided to continue the effort here in the hope that our citizens would dig deep and buy that extra bond so necessary to meet our quota. Considering the splendid work it has done so far, I feel confident that the Block Mothers Organization will dispose of enough of these extra bonds in connection with other sales of those in the remaining days to meet our quota."

Pupils Buy a
'Quack' for
the Army'Triple Threat' Jeep Cam-
paign at St. Rita's School
Goes Over the Top

Pupils of St. Rita's parochial school have raised enough money to furnish the Army with a "Quack"—an amphibious tank.

Joining the "Triple Threat Jeep Campaign" of the nation's school children on Monday, September 20, with the idea of furnishing the Army with a jeep, by noon of the following day the pupils found they had gone over the top through the purchase of War Bonds and Stamps at the school. By that time they had raised \$1723.30 and determined to go ahead and raise the added amount needed for a Quack.

They were spurred on in their campaign by a request from Rev. T. J. Dignan, Arch Deacon Superintendent of Schools who asked for their best efforts toward making the Third War Loan drive a success.

Want City's
ODC Class
ChangedCity Council and Defense
Corps Heads Protest
Position in Third Zone

Believing that the designation of Sierra Madre by the California State War Council as a city reasonably certain not to be attacked by the enemy or to suffer through sabotage, the city council and heads of the various units of the Civilian Defense organization, adopted a joint resolution Tuesday calling upon the War Council to place the city in class 2.

Because of the city's position at the boundary line of the Angeles forest, local officials believe greater damage would follow a bombing or other raid here than in Arcadia and other nearby cities not so close to the forest. Officers of the Army's Western command coincide with this viewpoint and are said to have advised that the city has been improperly classed.

No. 1 area has been described by the State War Council as territory along the coast, "subject to direct heavy attack." This area involves a stepping-up to greater efficiency than ever before in civilian defense work.

Districts contained in the No. 2 area are described as those further inland, "containing secondary objectives of direct enemy attack and/or areas that vitally contribute to any No. 1 area." This area will mean a somewhat lessened accent on some of the protective services.

The No. 3 classification was applied to all other areas "of the state not included in areas one or two." This area is of most importance in the protection of services is strongly recommended.

When it came to designating particular localities belonging to the various classifications the War Council curiously placed this city in No. 3, while Pasadena, San Marino, San Gabriel, Monterey Park, Arcadia, Monrovia and other close-by cities were included in Class 2.

Defense officials here believe that a bombing in the mountains, a most likely target, would cause greater damage here than an actual bombing of some of the other Class 2 cities, even though the city itself should not actually be bombed. The danger from fire would be incalculable, they contend.

Army officers who have inquired into the situation are said to have fully agreed with local officials and to have urged them to keep the various units of the Civilian Defense Corps recruits to full strength and in constant training. They are believed to have advised the State War Council that a mistake was made in the classification of Sierra Madre and to have suggested that it be placed where it properly belongs at once.

Kortkamp Concert
Will be Followed
by a Reception

There will be a distinctly social air about the concert at the Woman's Club Friday evening when Sierra Madre's accomplished young pianist, Miss Moreland Kortkamp, is presented by officers of a club in a program calculated to please the most exacting. There will be a reception following the concert at which Miss Kortkamp will meet the friends and neighbors among whom she grew into womanhood and the musically inclined of Pasadena and surrounding cities who have followed her career with deep interest.

A block of 50 reserved seats has been taken by a group of Pasadena admirers of the young artist and there have been reservations from Los Angeles, Flintridge, Arcadia and Claremont, the latter city sending a group of music students from Scripps College.

Miss Kortkamp leaves Tuesday for New York to tune her career, stopping en route at Albuquerque, N. M., where her presence has been asked for the city's big music festival. She is scheduled for concerts in Philadelphia and New York during mid-

Sierra Madre Girls at Pomona College

Three students from Sierra Madre are now enrolled for the fall term at Pomona College, it was announced by Registrar Margaret Maple. They are: Doris Colt, daughter of Mr. and Mrs. C. T. Colt, 595 Elm st.; Helen B. Thayer, daughter of W. F. Thayer, 435 Grove st.; and Jeanne Waddell, daughter of Mr. and Mrs. H. C. Waddell, 425 N. Canon ave.

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SOCIETY

JANE ANDERSON AND GEORGE B. HOLMES WED. Miss Jane Carmen Anderson, daughter of Mr. and Mrs. Lyle M. Anderson of 695 W. Orange Grove ave., was married to George Benjamin Holmes Jr., son of Mrs. Margaret Holmes of Duarte, at a five o'clock ceremony in the Church of Ascension, Monday afternoon, Sept. 20.

Only members of the immediate families and close friends were present as Rev. John S. Neal performed the marriage rites.

Given in marriage by her father, the former Miss Anderson wore a taupe crepe dress and

matching small feather hat. She was attended by Mrs. David Holt of Long Beach. Mr. Holt served Mr. Holmes as best man.

Mrs. Holmes attended Pasadena Junior College and was graduated from the Chamberlain School for Girls in Boston. Her husband is a graduate of Caltech and the Harvard School of Business. After a short wedding trip the young couple left for Oklahoma City, where Mr. Holmes is business supervisor of the Oklahoma branch of Douglas Aircraft Co., and where they will make their home.

A reception for one hundred and fifty relatives and friends of Mr. and Mrs. Holmes was held in the mirror room of the Huntington Hotel on Friday evening.

Mr. and Mrs. Kenneth Bush were hosts at a dinner party at their home, 220 N. Sunnyside ave., Saturday, when they entertained Mr. and Mrs. J. W. Whiting of Verdugo City and Mr. and Mrs. Warren Silliman of Alhambra. Later in the evening the group went to the Hotel Green for dancing.

Overseas Parcels Should be mailed between Sept. 15 and Oct. 15

to arrive on time for Xmas

Gift Suggestions

Pen & pencil sets
Toilet Kits
Pocket size games
Billfolds
Stationery
Sewing kits
Playing cards
Tobacco
Pipes

Royal Drug

CUT RATE DRUGS
17 Kersting Court
Custer 5-3320
FREE DELIVERY

INSTRUMENTAL MUSIC



Piano Violin

Orchestral Instruments
Harold H. Scott, Director of Orchestras and Bands on leave of absence from Monrovia-Arcadia Duarte High School; Mrs. Scott (Organist-Director First Baptist Church) and Associated teachers. 22nd year serving the San Gabriel Valley.

447 W. Hillcrest Mr. Scott continues as conductor of Phone Monrovia 7671 the San Gabriel Valley Symphony.

Romantic Operetta of Johann Strauss in Pasadena Soon

"The Rose Masque," a modernized version of Johann Strauss' "Die Fledermaus," will give one performance on Thursday, Oct. 14, at Pasadena Civic Auditorium, the second Ware-Hazeltown attraction of the season and the first production of the Comic Opera Theatre to come to Pasadena. Erich Weiler, member of the San Francisco Symphony, who wrote dialogue and lyrics, had made no important change in the comic story or the Strauss music so that it is, as "Die Fledermaus" always has been considered by many, the greatest of all operettas and represents the gay, waltz-loving Vienna of 70 years ago.

"The Rose Masque" will be played by a distinguished cast, all "singers of stature," many of them famed in Europe as in this country for their opera and stage roles. The ballet, directed by William Christensen of the San Francisco Opera ballet, will be headed by Ruby Asquith and Frank Marasco, premier dancer of the San Francisco Opera ballet. The orchestra, including members of the San Francisco Symphony, will be directed by Walter Herbert, formerly conductor in Berlin, Bern and Vienna and known in Europe as here for his interest in modern music.

Russia to Be Topic of Women's Society Next Tuesday

The Women's Society of the Congregational Church will meet on Tuesday, October 5, in the church parlors, at 10 a.m. for a day of sewing. Coffee will be served at noon. After a business meeting at 1:30 p.m. the topic of the fall study of Russia will be considered. "Russia as Seen by Visitors" will be the topic of the day.

Dr. Arthur A. Pritchard will present the viewpoint of "Eve Curie as given in her book, "Journey Among Warriors." Mrs. E. D. Burbank will review Wendell Willkie's account of Russia as given in his book, "One World." Miss Marjorie Adams will lead the discussion following.

Printing Students in Great Demand: Good Jobs Assured

Classes in printing at the Pasadena Junior College are still open for registration at any time of the morning or afternoon. Students obtain a practical training on technical jobs for the Pasadena school system and other essential work, which is already beyond the ability of the present staff to handle. On completion of the course, good jobs in industry are assured as there is at present a very great scarcity of professional printers. For information see Mr. R. Rockhoff in 27C.

Interesting Talks for Bethany Women

Bethany Church Missionary Society will meet in the church annex, Tuesday, Oct. 5, at 10:30 a.m. Special speakers for the day will be Charles A. Robert, former superintendent of the Hunan Bible Institute, in China. He will speak in the morning. Leaving China by plane last November he escaped the Japanese by crossing into India. Stopping in Africa and South America, he finally arrived safe in the States. Miss Joy Ridderhof of Los Angeles will talk during the afternoon about her work in supervising gospel recordings in 20 different languages that are sent to men in the armed forces all over the world. A hot drink will be furnished during the luncheon period.

regular bond purchases—many will have to invest thousands!

Don't think that what you do isn't important. It will take all every individual in America can raise to put this 3rd War Loan over the top. So buy more bonds out of your pay—out of extra income—out of "rainy-day" funds!

The quicker you do that the more you'll help Jimmy and our other boys

smash through to Victory.

What do you say? It's

the safest, soundest investment you'll ever make!

Let's go!

"Jimmy's over there now, fighting our enemies to keep the Stars and Stripes flying. Before he left, he told me they are going to need more equipment, more ammunition and more food for INVASION of enemy lands. The more bonds the folks at home buy—the more they'll be helping us fighters to win. That's what Jimmy said."

The 3rd War Loan of 15 billion dollars must produce the money to pay for these essentials to victory.

Buy at least one EXTRA \$100 Bond besides your

3RD WAR LOAN

BACK THE ATTACK WITH WAR BONDS

This advertisement for the U. S. Government sponsored by

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OBITUARIES

MRS. EFFIE MAE HURST

Mrs. Effie Mae Hurst, wife of Dr. L. M. Hurst, chief county livestock inspector and former city veterinarian of Pasadena, died Thursday, Sept. 23, at the Cedars of Lebanon Hospital, Los Angeles.

The Hurst family moved to 721 Orange Grove ave., five years ago, having lived in Pasadena since 1912. Mrs. Hurst, a native of Iowa, was graduated from Iowa State College, where she later became professor of chemistry, and also where she met and married Dr. Hurst.

Besides her husband, Mrs. Hurst leaves a daughter, Mrs. R. D. Millican of Las Cruces, N. M., and four sons: Thomas L. Hurst, Alhambra; Major Ross Harrison Hurst, Washington, D. C.; Donald Edgar Hurst, Pasadena, and Capt. Robert Glen Hurst, Governor's Island, N. Y.; also by a brother, Dr. H. C. McKim, Huntington Park, and three grandchildren. For many years while residing in Pasadena, Mrs. Hurst had been active in the work of the Parent-Teacher Association. She was a member of the Central Christian Church, Pasadena Chapter of the Order of Eastern Star, the Shakespeare Club and the Iowa State College Alumni Association of Southern California.

Funeral services were held in Pasadena, Sunday afternoon, Sept. 26. Interment was private.

Women Here Going Back to Delano as Grape Pickers

The American Women's Voluntary Services has received a request for 50 women to work in the grape packing house of the Di Giorgio Sierra Vista Ranch, at Delano, 32 miles north of Bakersfield.

The women are needed immediately. The work will consist of standing up packing grapes, but there will be no lifting. The rate of pay is 65¢ per hour, six days per week, up to ten hours per day. Last year a number of Sierra Madre women worked at the ranch and will return this week.

The work is essential. Transportation is arranged and those who work at the camp for six weeks or longer will receive their round-trip fares. The picking will continue through Dec. 1. All interested are urged to call at A.W.V.S. Headquarters, 10 East Green St., or telephone SYcamore 3-8181 for further information.

War Bonds should mean something more to you than just "a good sound investment." Figure it out yourself.

You can't go ALL-Out with "Half-Way" Health

How true that is! And no one knows it better than you—if per chance you are one of those unfortunates crawling along with under-par health. Well, why not do something about it? Good health, you know, is now a patriotic duty. So, go see a competent Physician—and, naturally, you'll want to bring his prescription here for careful and Reliable compounding.

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The House Of Crepes Suzette



Pierre Presents His Famous Charcoal Broiled Filet Mignon \$2 CREPES SUZETTE (With Dinners) 50¢

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Highly Liquid Savings During War Boom Seen as Latent Inflationary Threat

By John Craddock

We're making money faster than we ever have before—and it amounts to \$1100 a year for each man, woman and child in the country. What's more, we're saving it at the rate of \$284 each. That means that a family of five with an income of \$5500 a year which saves \$1420 a year represents the average for the country. The base figures for this conclusion appeared in a recent Department of Commerce report which found national income running at the rate of 143 billion dollars a year and individual savings at an annual rate of 37 billion dollars.

What this means to community business: The potential customers of the local stores and service agencies have more money, but they're also saving money. That's just what both the government, fighting inflation, wants them to do; and it's what the local business man right now wants them to do, too, because if we were all spending all of our income, there would be such great scarcities that rationing programs would have to be instituted on a lot of new commodities.

The Department of Commerce says most of the savings are "highly liquid," which means that they can be turned rapidly into cash and, therefore, "constitute a latent inflationary threat." The Third War Loan will drain off a sizeable slice of "liquid" savings, putting the money where it is more likely to be held for next-war spending which will probably be needed to bolster the national economy.

Ration News

The new shoe stamp, No. 1 on the "Airplane" sheet in War Ration Book Three, which becomes valid November 1, will have to last six months. OPA has announced. At the same time OPA said that Stamp 18, originally scheduled to expire October 31, is extended indefinitely and will overlap the next stamp. OPA's present plan is to eliminate expiration dates on shoe stamps and to make the new stamps valid as soon as supplies warrant. This enables a person to save shoe stamps until shoes are needed.

More leather will be available for repair of civilian shoes, as the result of a recent WPB order.

Consumers will have greater soap supplies within a few weeks. The War Food Administration has announced a program to provide a 25 per cent increase in soap production for civilian use. WFA emphasized that there will still be no excess and urged soap-saving by every possible method.

Idle used trucks may be requisitioned by District ODT Offices or Agricultural County War Boards to transport vital agricultural products where such transport service is vitally needed.

Requisitioning will be necessary only where owners of idle used trucks are unwilling to allow the use of the vehicles in this service.

--For Victory, Buy Bonds--

The Savings and Loan Way

A Safe Place to Save . . . Each account is insured to \$5,000.

A Pleasant Place to Borrow . . . Let us help you buy or refinance your home with one of our long-term, direct-reduction loans.

A Good Place to Buy War Bonds . . . Invest in freedom by helping put the Third War Loan over the top.

Atlas

FEDERAL SAVINGS AND LOAN ASSOCIATION OF PASADENA 554 LOS ROBLES AVE GREEN-SY 3-3186

Fannie Charles Dillon



well-known pianist, composer and teacher is available after October 1st for private lessons and classes in piano and all branches of musical composition.

In addition to her teaching of adult pupils, Miss Dillon takes a warm interest in her work with children. She is available for interviews by appointment.

Available also for lessons in the above subjects at her residence—studio, 429 Stuart Drive, Sierra Madre on Thursdays, 8:30 a.m. to 5:30 p.m. Phone

Sierra Madre Woman's Club

Presents

Moreland Kortkamp

Pianist

Friday, Oct. 1st 1943

at 8:15 p.m.

Woman's Clubhouse

Tickets \$1.10—Reserved Seats \$1.35

Tickets Available at Hartman's Drug Co.

Thank You for the Response . . .

We knew you'd like this SALE and its fine values . . . it continues for two more days.

DRESSES

\$12

Cottons, Crepes, etc. All very desirable.

DRESSES

\$15

Pastels and high colors, in one and two-piece

DRESSES

\$19

Smart and distinctive Crepes in wanted colors.

FLORNINA

Just South of Green Ample Parking Space

142 South Lake Ave.

Sierra Madre News

Sierra Madre, Calif.
Established October 2, 1906

Published Every Thursday
L. R. GOSHORN
Editor and Publisher
Custer 5-3335 Kersting Court

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What is past is past. There is a future left to all men who have the virtue to repent, and the energy to atone.

—Bulwer-Lytton.

NEEDS WATCHING

To take care of its State business, California maintains a total of 30,850 people on the public payroll.

Federal government goes to town with more than 232,000 employees within the boundaries of the State.

No breakdown of the federal figure is available to indicate how many employees of the U. S. government are engaged in war-related jobs, and how many in routine peace-time functions. But it is obvious that the number doing non-war tasks bulks much larger than the total on the State's payrolls.

One clue to the breakdown is seen in statistics recently released by the tax department of the State Chamber of Commerce, revealing that for the first time California's annual tax bill has run over two billion dollars!

The federal government took the biggest bite of the total \$2,228,925,000 collection for the fiscal year 1943-44, its share amounting to \$1,411,327,000. State taxes came next with \$490,598,000, and local property taxes, collected by counties, cities, school districts and special districts, were \$325,000,000.

Two-thirds of the huge amount taken by the federal government represented a direct contribution to financing the war, according to the Chamber's tax study. No-

FIRE FLAMES

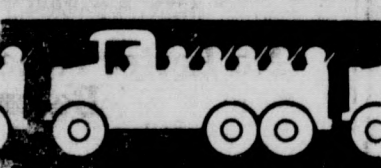
By One of the Boys

The fire department is also suffering from "Absenteeism." The last practice found a few more of the dependables engaged in war industries. None of us are so efficient that we can miss a week after week of actual practice. Fire fighting has become a profession in every sense of the word. We can no longer go out and turn water into a fire and run more property with water than the fire itself would destroy. It is necessary to make a study of conditions existing in our city and prepare methods of fighting fires, and conforming to these methods.

Our fire department is anxious to build a reputation of alertness and efficiency. To date we have gained a popularity that we must retain. Not all of this good name came to us through our own efforts. We must consider the good fortune that has accompanied us at all times.

The ramblers who attended the firemen's State convention are again in town and "Shorty" Steinberger is already wondering if he will be able to attend the convention next year. Harold Spears won for himself the name of "Savinsky" during the convention and long will he be called by this name. Why or how he won such a mark of Cain will only be understood by Sierra Madre's delegation to the gathering.

WHERE THE FUEL GOES



A MECHANIZED DIVISION burns up 18,000 gallons of gasoline in 1 hour of combat.

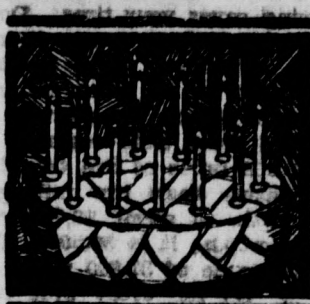
V-459 E OWI

The case the federal tax bill will be reduced two-thirds at the close of the war. But it is reasonable to anticipate that one of the largest reductions to be made will be in the field of federal office workers' occupied in war-born jobs.

The tendency, after the last war, was to continue war-created offices, bureaus and jobs indefinitely—which may be natural enough, but is mighty poor economy for the taxpayer.

When peace comes, the faster private business is able to absorb the hundreds of thousands of such employees in this State and every other, the faster the overall tax burden will lighten on the average man's shoulders.

BIRTHDAY GREETINGS



THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madrens, whose birthdays are indicated . . .

Mrs. Malcolm Davis . . . Oct. 1
Harry Lovejoy . . . Oct. 2
Mrs. Arthur Johnson . . . Oct. 2
Marcia Murphy . . . Oct. 2
Frances Lacey . . . Oct. 2
R. S. Leach . . . Oct. 2
Dr. E. A. Gourdeau . . . Oct. 3
Mrs. Elizabeth Dietz . . . Oct. 3
Katherine Norris . . . Oct. 4
Mrs. Donald Parker . . . Oct. 5
Boyd Keith . . . Oct. 5
Mrs. Al Wheeling . . . Oct. 6
Mrs. Marion L. Hays . . . Oct. 7
R. A. Hawks . . . Oct. 7

Mapha Club Elects Officers for '43-'44

Election and installation of Mapha Club officers was held Friday evening at the home of Mrs. R. K. Thayer of 206 Olivera lane. Officers for the new club year are Marjorie Black, president; Genelle Nicholson, recording secretary; Cynthia Baugh, corresponding secretary, and Lillian Sandstrom, treasurer.

Mrs. Thayer served refreshments following the business session. This year is the club's tenth anniversary. Two charter members, Cynthia Baugh and Ruth Senour, are still active workers in the group.

Junior Women Hear Judge Bullock

Nine members of the Sierra Madre Woman's Club Juniors attended a dinner meeting of the Los Angeles District Woman's Club Juniors at the Alexandria Hotel Monday night. It was the first district conference of the new club year. Judge Georgia Bullock, guest speaker, discussed causes and remedies of juvenile delinquency.

Local club members attending the meeting were June Eastwood, Althea Butler, Jean Tate, Jean Edwards, Bud Doty, Ann Hutchinson, Ruth Miles, Mrs. Wallace Goodwin, Junior advisor, and Mrs. John H. Robertson, former advisor.

The . . . Watch Tower

By Perley Poore Sheehan

THE OLD GRAY horse lies out in the dewy pasture. There's a good shed over him. Under him there's a bed of fresh straw. A warm, clean blanket covers his shrunken frame. In all these last days people have been so kind to him that he has no memory at all of anything but kindness. He has lost a sense of time. This present seems to be all the time that ever was. This place where he lies and all connected with it—these for him now seem to be All Time and Everywhere. He can't move and yet through his hulled brain and sinews the whole earth moves like the current of a mighty river and the ease and strength of this are as his own.

A PAIR OF YOUNG field-doves alight close by with a whisper of sound. He hears their cooing as they glide about him on their short legs seeking the fallen grain. They are joined by other birds—wrens and sparrows, blackbirds, titmice, larks. Although the sun is still below the horizon, the small citizens of grove and meadow are already about their daily tasks. The air is filled with the murmur of their speech and song. A faint breeze, tepid and fragrant, tells of the coming day. The breeze is like the breath of all the dawns the old horse has ever known—sweet and holy—the Earth herself distilling this sweetness and holiness like an emanation of her very soul.

HE HAS LOVED the Earth, he himself being as far but an emanation from her. In a true sense she has been his mother—a mother perpetually young and strong, feeding him at her breast, now holding him close. How good her water, how firm her dewy grass, how firm her body! The moon and the stars—these have been the light of her eyes, the sun the warmth of her heart. There had been rain and strong winds when this ancient mother had still galloped like the Primal Mother fighting the cloud in fierce and joyful nuptials. There had been also snow, ice, the lash of the blizzard, from all of which she had emerged radiant, strengthened, refreshed, and from which he also, the child, had drawn a sense of life before unknown.

NOW, as the breeze warmed and the sun sent pink and golden rays through the gossamer of the grass, the old horse felt a further vibration about him which awakened within him a sense of Power and Glory, such as he remembered having known at other dawns as he awaited to salute the rising sun. It was a feeling of exaltation mingled with gratitude—gratitude for a re-dawn of the knowledge that in this Power and Glory he had a share, however humble—that in them and All That Was—he also had a share. He tried to say this. But he also now remembered that old horses had no words . . . It was the striving for expression that awakened him.

DREAMING—an old man's dreams. He was no old horse—just a sick old man. And yet—the dream lingered and not unpleasantly. It recalled the Greek myth of the Centaur—the creature half-man—half horse—symbol of all the Lord's creation, the mingling of heaven and earth. This shrunken body of his which had carried him far—this was the old gray horse, child of the beautiful and blooming Earth. Himself, he was the Centaur-Man emerging from the Godhead. Soon—none too soon nor yet too late—he would say goodbye to this earthborn companion of his days. The old mother who was the Earth would receive back into her bosom this child of her substance—not as mere dust and ashes, but as substance also imbued with the spirit of the Father. . . . The old man, with the clairvoyance of all the old who dream, could now see the Earth as a fitting bride of the Godhead, Mother of His Creation. Through all the ages thus had God himself come down to Earth and lived and died—not as Man only but as Everything—bird, beast, man. It was of their suffering and joy and song that the earth herself had formed a soul and lived Eternal.

MANY DYING NOW, the old man thought. Millions of other Centaurs giving their bodies back to this Mother they also had so loved—turning their own spirits free for a closer union with the Father. Whence they also would return. The Mother would call them back . . . Wide awake, now, the old man thought of what the Nations were now saying about the war. They called it a war for Democracy—a Democracy of Politics and Economy.

UNCENSORED

By LEONE BAXTER

As the human record goes, peace has been as transient as the birds, coming to the world and going, with the seasons. There is ample evidence in the history books that "permanent peace" is non-existent. But the smashing of Berlin under torrents of RAF and Canadian bombs, the destruction of Hamburg, the utter obliteration of cities, leaving them black, smoking patches of devastation on the earth, inconsistently enough may accomplish a new conception of peace between nations of the future which all the wars of the world never secured in the past.

Hurling the full might of his fearful Luftwaffe blitz down on London just three years ago, Hitler boasted he soon would bring Britain to her knees through sheer human horror of the dread fire scourage, through natural shock at his new and terrifying dive bombing tactics. In Berlin, then, there was great exultation as the newspaper headlines announced jubilantly that the British "soon" would be knocked out of the war, "for human being are not built to withstand such torture." Germany was assured her bombers might strike and run as they chose, for no attacking force could reach them nor the Reich either, so impregnable were the defenses of the mighty Nazi nation.

Arrogant in his confidence that inhuman force had won again, that the British, cowering in their shelters, had learned their lesson, Hitler failed to follow up that attack, to his everlasting undoing. The British had learned their lesson—but not the one der fuhrer intended.

They learned, bitterly, that in this war in which its perpetrators have chosen to devastate half the world, the enemy must be attacked in his own citadels and annihilated there. That the enemy must not simply be licked—he must be destroyed, wiped out along with his own bastions of support.

Today they are able to illustrate the lesson throughout enemy territory where non-combatants are paying the price their own leaders set—as in Hamburg where 18,000 people huddled in an Elbe River tunnel were drowned by one bomb—where mounting civilian losses are putting a whole new facet on the matter of modern war.

These things Britain learned in September, 1940, at Hitler's own hands. It is the same philosophy of destruction made graphic for America at Pearl Harbor—and which this country must now turn on Tokyo.

It is a lesson which, because of its monstrous implications of world destruction, may bring a lasting peace among nations at the end of this war. For from it men may learn to buy and pay for the favors they seek in the world, to sue honorably for adjustments of boundary, tariff, trade and "lebensraum."

Back the attack by upping your payroll savings your very next payday. Measure your savings by your new higher income.

ies. Could there not be also, he wondered, a Democracy of Religion?—a strong alliance between Heaven and Earth?—of all the great old yearnings and aspirations of all mankind?—of all men with the love of the Father in them? Soon, now, he might know.

MAY WE "Survey" YOUR PRESENT HOME MORTGAGE?

If we can refinance your mortgage and give you greater advantages, such as quicker attainment of complete ownership or lower rates, we'll tell you so. Right now is an excellent time to "do something" about your financing plan. Call any time.



Sierra Madre Savings Bank
KERSTING COURT Custer 5-4466
Member Federal Deposit Insurance Corporation

Church Announcements

Christian Science

Hermosa and Highland Aves.
First Church of Christ, Scientist
Branch of The Mother Church
The First Church of Christ, Scientist in Boston, Mass.
"If God be for us, who can be against us?" Paul's declaration to the Romans will be the Golden Text in the Sunday Lesson-Sermon on "Unreality" in all branches of The Mother Church, the First Church of Christ, Scientist, in Boston.
Sunday School, 9:30 a.m.
Sunday Service, 11 a.m.
Wednesday, 8 p.m.—Testimonies of Christian Science will be given.

St. Rita's Shrine

Rev. Leo Schietel, C. P.
Pastor
Masses daily, 6:30 and 8 a.m. except Saturday when Mass is said at 6:30 only.
Sunday, 6:30, 8 and 11 a.m.
Evening devotions Tuesday at 7:30.

Bethany Church

(The Round Stone Church)
Rev. Stewart E. Sheriff, Minister
Sunday—
9:30 A. M. Bible School. Classes for all ages.
11:00 A. M. Morning Worship.
6:30 P. M. Christian Endeavor Societies.
7:30 P. M. Evening Meeting
Prayer meeting every Wednesday night at 7:30 P. M.

Church of The Nazarene

191 N. Sierra Madre Rvd.
Rev. Mrs. Thelma Steelman, Minister
Sunday School, 9:45 a.m.
Morning Worship, 11 a.m.
Young Peoples Service, 6:30.
Prayer meeting, 7:30, Wednesday.

Girl Scout Notes

Miss Dorothy Hande, executive director of the Pasadena Girl Scout Council, will be a special guest at the "Social Get Acquainted" evening to be held at the home of Mrs. Sam Haskins Jr., 171 W. Orange Grove ave., this evening (Thursday) Sept. 30 at 7:30 p.m.

Members of the Sierra Madre Girl Scout Council invite mothers, friends and former workers in surrounding communities to meet Miss Hande. Refreshments will be served following the reception.

Community service was the discussion theme of the Girl Scout Council meeting held at the home of Mrs. Roy Carlson last week. Mrs. Carlson, organization chairman, asks that mothers of new Girl Scout members, and anyone in the community desiring to help with this worthwhile work, to call 5951 for further information.

Members present were Meses. Sam Haskins Jr., Frank Spencer, S. E. Peterson, Ralph Valencia and Noren Eaton. Next meeting will be held at the home of Mrs. Herbert Dowling, 415 Ramona ave., Tuesday, October 19 at 8 p.m. MRS. H. S. DOWLING, Publicity Chairman.

IT'S A GIRL

Mr. and Mrs. Pat Crouse of 608 Elm st. are the parents of a girl, Pamela Terry Crouse, born Saturday, Sept. 25, at the Good Samaritan Hospital in Los Angeles. Mrs. Crouse is the daughter of Mrs. Portia L. Terry, 15 Vista Circle dr., and Dr. Roy A. Terry of Long Beach.

What They Say ---

NILA MAGIDOFF, visiting here from Russia—"The Germans will pay dearly for all they have done! My country never forgets."

MRS. W. B. HOBART, women's advisor in Secy. of War office—"In finding war jobs too many women get job status mixed up with social status. Too many want to be executive vice-presidents who are best fitted for packing and wrapping. We have to revise our ideas of our own marketable industrial value."

SUPERIOR JUDGE WM. F. JAMES, San Jose, ruling in divorce case—"A childless woman capable of supporting herself is not entitled to alimony."

Opportunity Knocks



READ the ADS

CIDER OR APPLE JUICE

Fresh Pressed from New Crop Apples

This is natural, full bodied apple juice, containing all of the healthful properties of the apple. This juice is excellent for jelly making, either by itself or mixed with other fruit juices, also for making hot spiced cider. Try drinking a glass of this natural, full flavored apple juice before each meal and see how much better you feel.

We also have the following pure fruit juices for

JELLY MAKING

Boysenberry - Pomegranate - Strawberry
Grape and Plum

Adelanto Fruit Products

4094 MISSION ROAD
Los Angeles, Calif.

One Mile North of the County Hospital
Open Daily Until 10 P. M.



WANTED... more fuel for the Navy

THE WAR OF THE PACIFIC is sure enough in your own gas kitchen now . . .

Your Government's Fuel Conservation Program to pool and conserve the nation's fuel resources of all kinds—is vital to the Navy, and to the winning of this war. Here in Southern California particularly, you are urged to use gas wisely—don't waste it!

HOW SAVING GAS—CONSERVES FUEL OIL FOR THE NAVY!

This is how it works out: The gas you save in your home allows essential War Industries to use more gas for fuel instead of having to use up limited reserves of fuel oil! In this way, you help to conserve the fuel oil that our Navy MUST have to win the war in the Pacific.

CAN YOUR SAVINGS HELP?—ASK TOJO!

Don't think that the amount of gas you can save is too small to count! Practically everybody in Southern California uses gas; so it's what you save—multiplied by similar savings in over 1,000,000 other patriotic homes—that spells the bad news for Tojo.

Yes, this time "The Navy Needs YOU"—to help conserve fighting fuel.

SOUTHERN COUNTIES GAS COMPANY

GAS IS VITAL WAR FUEL
... Use it wisely!

Fine Social and Commercial Printing

New Type Faces Neat Workmanship
Prompt and Courteous Service
Reasonably Priced

Statements Receipts Letterheads

Envelopes Cards

Posters Circulars Tickets

Business Forms

All Types of Announcements

SIERRA MADRE NEWS

Phone Custer 5-3335

9 Kersting Court

HOMEMAKER HINTS

The Los Angeles County Defense Councils committee on nutrition suggests that to get the most in nourishment and flavor from green and yellow vegetables observe these rules:

To cook use little water slightly salted. Never add soda

—it destroys vitamins. Cook a short time only.

Have the water boiling when you put green vegetables on to cook. Use a lid to start, then remove to preserve green color.

Serve all the juice with cooked vegetables or save for later use in soups, gravies or sauces.

Use all vegetables as soon as possible after coming from

market or garden. Never soak in water to crisp.

3RD WAR LOAN
Buy More Bonds



Here's the opening line in a letter which Attorney-General Robert W. Kenny has just written to U. S. Senator Sheridan Downey: "I will never forget your thoughtfulness and helpfulness last fall when my own campaign was in its darkest hour..." And with that, Mr. Kenny proceeds to remove himself as a possible contender for the senatorial toga—and to declare himself unequivocally for Mr. Downey. Ex-Governor Frank Merriam, according to another bulletin from the senatorial front, has decided to support State School Chief Dr. Walter Dexter against Downey.

Representative Al Carter of Oakland is thinking of writing a new book entitled: "How To Be Popular Though a Congressman." The secret, admits the genial Mr. Carter, is to get yourself blasted by Secretary of the Interior Ickes. Since "Hard-Boiled Harold," as they call Mr. Ickes, said some sizzling things about Congressman Carter recently, Mr. Carter has received so many congratulatory messages from his constituents that he feels positively indebted to the guy for blasting him.

Motorists in all parts of the world have trimmed down their pleasure driving mileage. The gasoline supply in Ireland is sufficient to provide only a fraction of normal monthly rations and the issue for a recent 30-day period was suspended entirely. Irish clergymen, doctors and veterinary surgeons engaged in city services were denied gasoline last May 1, while long-distance bus service was curtailed 50 per cent. Meanwhile, two-thirds of the registered motor vehicles in Switzerland have been withdrawn because of the decline of approximately 80 per cent of the country's supply of petroleum products. Imports of tires have virtually ceased and the rubber shortage is causing withdrawal of additional vehicles for which fuel is available.

There are 2,981,000 miles of rural roads in the United States.

BACK UP YOUR BOY
Increase your payroll savings to your family limit

**Hurry!
Hurry!
Hurry!**

THE END of September is in sight. And the end of September brings us close to the end of the 3rd War Loan drive.

If you haven't bought \$100 worth of extra War Bonds—extra, mind you—dig up that money and buy your share today!

Men who are fighting for you... bleeding for you... ready to die for you... are waiting for the news that you people at home are backing them up 100%.

They know what invasion costs in blood

and lives. They know, too, what it costs in equipment, munitions, supplies, that must reach the front in a never-ending stream. And they're counting on you for the money that goes to keep that stream flowing.

No matter what you have to sacrifice... no matter how much it pinches... you cannot let them down!

They're calling on you to hurry, hurry, hurry! Get that \$100 extra into War Bonds before the drive is over.

3RD WAR LOAN

BACK THE ATTACK... WITH WAR BONDS

This advertisement for the U. S. Government sponsored by

DAN C. REIB
HARRY A. LANGE
ROLLIN C. LEWIS



ROESS MARKET

MEAT DEPT.

Quality **BACON** 1/2 Lb. Pkg. **18c**
3 Red Points

Swift Jewel **Shortening** 1 lb. pkg. **17c**
4 Red Points

Fresh Liver **SAUSAGE** per lb. **27c**
5 Red Points

VEGETABLE DEPT.

Fancy Burbank **POTATOES** 5 Lbs. **10c**

Belflower **APPLES** 5 lbs **25c**

Large Ripe **Tomatoes** 2 lbs **19c**

ROESS MARKET

Sierra Madre blvd. at Lima st.
"BACK THE ATTACK — BUY MORE BONDS"

3-DAY SPECIAL
THURSDAY, FRIDAY & SATURDAY
Sept. 30, Oct. 1, and Oct. 2

GROCERY DEPT.

Fresh Baked Soda **CRACKERS** 1 Lb. Pkg. **8 1/2c**

C & H Pure Cane **SUGAR** **55c**
Use Coupons 14, 15, 16 10-LB. CLOTH BAG

Calif. Puree **TOMATOES** **10c**
24 Blue Points LARGE 2 1/2 LB. CAN

BANNER CANNED **MILK** 3 tall cans **20c**
1 Red Coupon

AIR MAIL SLICED YELLOW CLING **PEACHES** Lge. 2 1/2 Can **17c**
27 Blue Points

FOR VICTORY
BACK THE ATTACK
Buy An Extra \$100 War Bond During 3RD WAR LOAN

proves that you can't keep America down!

Today's victory speed is 35 miles an hour, and the vast majority of American motorists are sticking faithfully to that pace. You have been told that slower driving saves your tires. Do you know just how much it saves them when you drive at 35 as compared to 65 miles an hour? Here are some interesting facts derived from tests covering over 2,000,000 miles of tire travel: On a relative basis tire mileage at 65 m.p.h. is about 18,700, while at 35 m.p.h., it is 56,500. That's a difference of 37,800 miles, or 3 to 1. So far every mile at 65 m.p.h. you get more than 3 miles at 35 m.p.h. It's something to keep in mind when you're plodding along at an ice-wagon gait. Every additional mile you can get out of your tires is a definite and a direct contribution to victory. Why? Because it means that the rubber you don't use for recapping your tires—or the new

tires you don't buy—can be used by some other war workers or motor vehicle carriers.

THINGS TO COME—Automatic tube ice machines will produce "sized ice" for cooling beverages and foods, etc., without the necessity of chipping... Portable homes with living accommoda-

tions for four adults in a space 20 by 8 feet... Fluorescent lights for homes at practicable rates... Tire tread strips with 60 per cent less rubber, made with cotton warps and welts made of reclaimed rubber cords.

— For Victory, Buy Bonds —

Real Estate --- Insurance
John C. Loomis
38 W. SIERRA MADRE BLVD.
NOTARY Custer 5-3312

The Gift The ...
Soldiers Like
Now You Can Send A Gift Subscription to Your Soldier Across the Water
Sierra Madre News
Will be Sent for One Full Year for only \$2.50
(We will send Christmas Gift Notice)
No Letter Necessary if you Order Before Oct. 15

Postal Authorities have for a period of 30 days set aside the requirement that newspaper subscriptions to Army personnel overseas must be confirmed by a request in writing from the addressee. This means that you can send the old home paper to your soldier simply by payment of a subscription in advance. Rules have been set aside only until October 15.

Order a subscription NOW and your boy will get his first copies BEFORE CHRISTMAS.



Meat cases at your Safeway are better filled nowadays! We have recently received greatly increased quantities of fancy lamb and pork.

ENJOY YOUR FAVORITE cut of lamb this week. Newly reduced point values on most lamb items permit you to serve more of this tasty meat. Remember: the lamb that you buy at Safeway is GUARANTEED to please—or money back!

(6 RED PTS. LB.) **LEG OF LAMB** GRADE A PER LB. **39c** GRADE B PER LB. **35c**

(1 RED PT. LB.) **LAMB BREAST** GRADE A PER LB. **17c** GRADE B PER LB. **17c**

Make a delicious lamb stew with this economical cut. 1 pt. per lb.
RED POINTS
(7) **LEG CHOPS** Grade A 45c, Grade B 41c
(9) **LOIN CHOPS** Grade A 57c, Grade B 51c
(6) **RIB CHOPS** Grade A 45c, Grade B 41c
(4) **SHOULDER** Grade A 35c, Grade B 35c
(6) **LOIN ROAST** Grade A 45c, Grade B 41c
(1) **LAMB SHANKS** Grade A 20c, Grade B 18c

NOTE: Some Safeways do not carry both grades of lamb listed above.

VALUES IN FLOUR

Softasilk Cake Flour 44-oz. box **28c**
Corn Bread Mix 1-lb. pkg. **18c**
Harvest Blossom Family No. 10 Flour 5-lb. bag **40c**
Kitchen Craft Flour No. 10 Flour 5-lb. bag **44c**
Globe "A1" Flour No. 10 Flour 5-lb. bag **53c**

BACK THE ATTACK!

Your dollars—every one that you can scrape together—are needed to provide our fighters with the tools of war. Buy at least one EXTRA War Bond during the 3rd War Loan.

VALUES IN FRESH PRODUCE

PIPPIN APPLES 7 1/2c
TOKAY GRAPES 10c
POTATOES 10 35c
CRISP CELERY 10c

SAFEWAY

These prices (except fresh produce) are effective through Saturday, October 2, 1943. Right to limit is reserved. No sales to dealers.

READ THE CLASSIFIED ADS

Classified Rates

And Instructions

Ten cents per line for the first insertion; 7 cents per line for subsequent insertions. In order to avoid a charge of 25 cents to cover bookkeeping and collecting, unless you have a ledger account it is desirable that all classified advertisements be paid in advance. Classified Ads received after 10 a.m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

DUMAS ELECTRICAL APPLIANCE SERVICE and **FIX-IT-SHOP**
General Repairs of all Household Appliances, Radio Service Dept., Mr. Hensen, 12 N. Baldwin ave. Phone 4116.

We have solved your Radio Problem. Take your DEAD RADIO from the shelf and REJOICE in GLADNESS. OUR RESEARCH DEPT. can now REJUVENATE RADIO TUBES 50-L-6, 35-L-6, 35-GT. Dumas Electrical Appliance and Fix-it Service, 12 N. Baldwin Ave. —A-1

WANTED—Paint contracts, free estimates. Call at 1945 Strang, Rosemead. Telephone BUdlong 8-5888. J. W. Hickey. A-2, A-3

WANTED TO SHARPEN hedge shears, scissors, lawn mowers, etc. Ralph Koon, CU 5-4171. 41 W. Montecito. —20*

Help Wanted

EXPERIENCED GARDENER with own tools, part-time work by the month. 58 W. Grand View. CU 5-3397. —B-1

WANTED—Experienced gardener with own tools, part-time work by the month. 585 W. Grand View. CU 5-3397. —B-2

WOMAN for kitchen work and some plain cooking, 9 to 2, and 5 to 7 p.m., 5 or 6 days a week. \$5.00 a day. Phone CU 5-3309. —B-2

LADY OR GIRL to take care of 15-month-old boy, afternoons. No housework. Call CU 5-5905 after 4. —B-2

WANTED MISCELLANEOUS
WANTED TO BUY: 2 or 3-room house, \$500 down, small monthly payments. SYcamore 7-5084.

FOR SALE MISCELLANEOUS
TEST top soil; \$2.50 a yard 3 yds. loads. Phone CUster 5-6393. —23*

FOR SALE—Baby buggy and bathinette. \$10.00. CU 5-4071. —E-2

FOR SALE—Bed davenport and chair to match. 5-piece maple dinette. 715 Woodland Dr. E-2

FOR SALE—9-12 rug, \$12.50. 90 S. Hermosa ave. —E-2

FOR SALE—All-wool tweed coat, 47 Sierra Madre Blvd. E-2

25 reconditioned uprights; \$49.50 and up. Terms. C. J. Gould 967 E. Colorado St., Pasadena —E-1

COLLECTION of 4000 foreign and special post cards, cheap. Wagner, 408 N. Beachwood dr., L. A. —E-1

FOR SALE—Furniture, 6 rooms completely furnished, including large electric refrigerator, electric range, electric washer, 547 W. Sierra Madre Blvd., hours 10 to 4. CU 5-5063. —E-2

FOR SALE—Electric hair dryer, 5 pr. long dotted Swiss bedroom curtains, lace table cloth, dishes, jelly glasses, small dog basket, 2 throw rugs, 25 ft. hose, and reel, floor lamp, other miscellaneous merchandise. 373 W. Sierra Madre Blvd. CU 5-4504 —E-2

Want To Rent

WANTED TO RENT—4 or 5-room house, unfurnished. CU 5-5699. —L-2

WANTED TO RENT—Small house, nice surroundings, permanent. News Office Box A. —L-2

2 OR 3 bedroom unfurnished house. Living room, large enough for grand piano. Needed by Oct. 1 by business executive, wife, and 2 sons high school age. CUMBERLAND 3-1201 or BUdlong 8-9881, 8 to 5, or ATLANTIC 1-2201 evenings. —L-2

I WISH TO EXCHANGE my Long Beach living quarters of a modern 2-bedroom home for same in Sierra Madre for duration. Guy Bordner. Phone 668300, 2192 Pine ave., Long Beach. —L-2

FOR RENT

FOR RENT—Furnished apartment for one person employed. Call CU 5-6502 between 12 to 1 or 6 to 7 p.m. —D-2

FOR RENT—4 rooms and bath—furnished, one-half block from car line and stores. Utilities paid. \$45. CU 5-6455. —D-2

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MISCELLANEOUS

WILL BUY your quinces, 5 cents lb. picked or 4c lb. on the trees. Call CUster 5-6619. E. Wadko Ward. —I-2

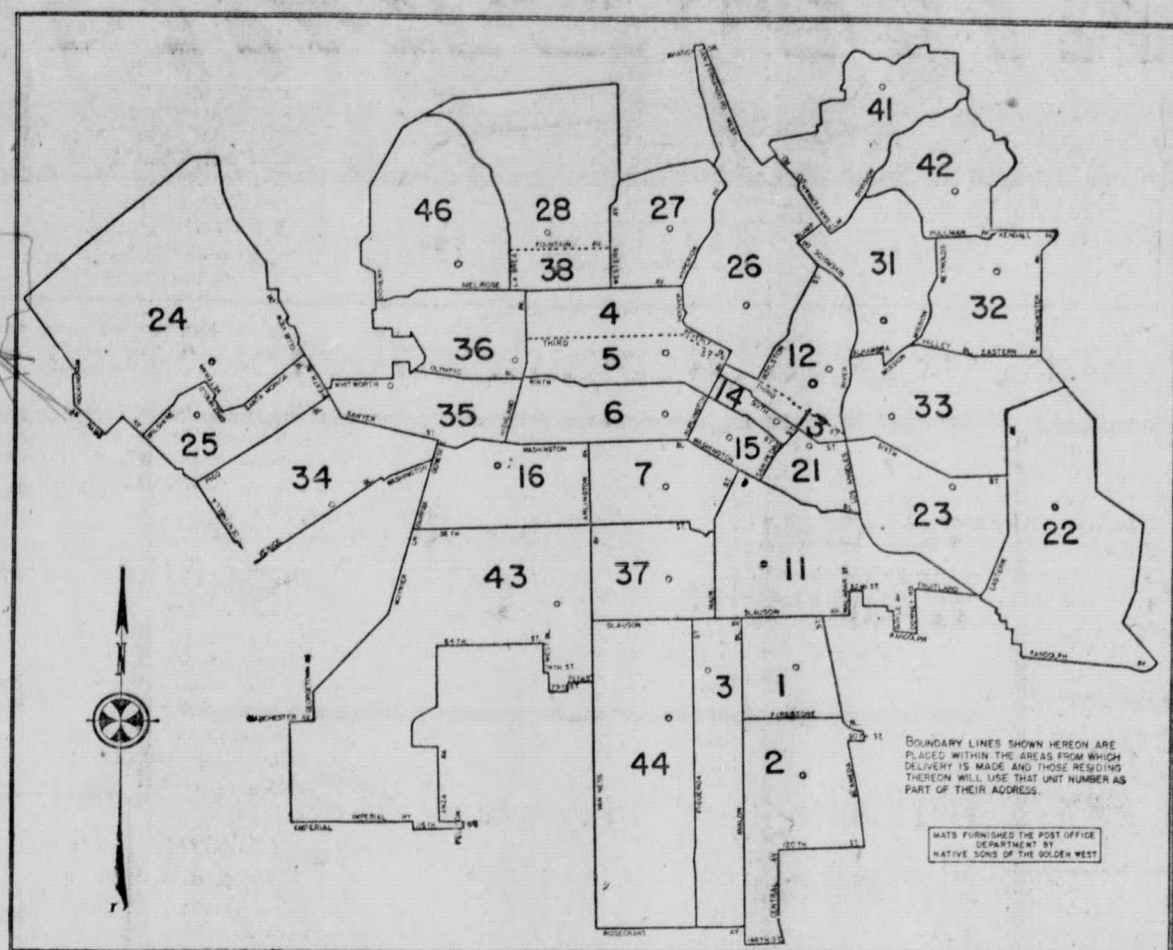
WANTED—Child's doll buggy. 182 W. Highland ave. —I-2

WANTED—A 1935 or 1936 Chev., Ford, Ply., etc. coupe. Send all details, price, condition to Box M, Sierra Madre News. —I-2

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Good opportunity for permanent position. Apply Personnel Office, F. C. Nash Co., 141 E. Colorado, Pasadena.

How to Be Sure Your Letter Gets There



Many residents of cities not included in the postal zoning scheme, including those of Sierra Madre, have requested an explanation of postal zoning. Even though the zone system is not in use here, nevertheless, to insure speedy delivery of your mail sent to other cities where the zone system is used, you must use the zone number on this mail.

The zone system is the Post Office Department's solution to a problem brought on by the war. With over 35,000 postal employees now in the armed forces, the department was forced to hire untrained employees to replace those in the armed forces. In the larger cities, many of which have 6000 or more streets, new employees were unable to distribute the mail because they were not familiar with the 6000 streets and the proper separation in which each block of the city must be placed. The only solution was the zone number. When the zone number appears on a letter, the new employee can distribute it with the same speed and efficiency as the veteran distributor.

It should appear after the name of the city as: "Los Angeles 52, California." That zone number may be the difference between the continuance of the present rapid and efficient postal service and a breakdown in the mails. Many people have asked, "Suppose I do not use the zone number. Will my letter be delivered?" Yes, it will be delivered as fast as it can be handled. But mail bearing the zone number will be handled first, because such mail can be distributed by untrained employees. The mail with no zone number will have to wait until a trained distributor is available. The zone number means that your mail will encounter no delay in distribution.

Watch the return address of your correspondents that live in cities where the zone system is in use. It should bear the correct zone number of the person writing you. If it doesn't, ask for it in your next letter. If you have a sizeable list of addresses in any city using the zone system, you may send them to the postmaster of that city where it will be zoned and returned to you without charge.

Remember this: By conscientious use of the zone number you are aiding in the continuance of the time-honored adage, "The mail must go through."

The zone system will greatly aid in delivery of Christmas parcels and cards.

The Post Office is faced with the prospect of a record Christmas mail, with the chances of employing additional temporary help very dubious. If the zone system is widely used by the public, department heads are certain that Christmas mail can be handled with a minimum of delay.

Zoning is here to stay. It has been used in most European cities for many years and has been highly successful there. It will enable the Post Office to meet all emergencies without delay to its patrons. Everyone is asked to remember the zone number, put it on and keep the mails moving.

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APPLAUDS TREND AGAINST REGIMENTATION AND IN FAVOR OF FREE ENTERPRISE

By RALPH W. TAYLOR

(Executive Secretary, Agricultural Council of California)

Governor Earl Warren, a few days ago, made this simple but profound statement regarding post-war planning: "We want our boys to come back not just to obs, but to opportunity!"

That, we believe, is the hope and aim of the majority of the American people—and one of the healthiest indications that the country is again pinning its reliance on our free enterprise system, rather than on a government-controlled economy and government hand-outs, comes to light in a ringing declaration of policy from the Executive Council of the American Federation of Labor.

Apparently taking note of the fact that Washington officials are thinking of the post-war period in terms of doles, subsidies and unemployment insurance, and that President Roosevelt had recently called for such obvious minimum assurances as mustering-out pay and unemployment compensation for those without jobs, the governing board of the AFL said bluntly that "stop-gap protection" is not enough and that it rejects "the pessimistic attitude of those who foresee no escape from a major depression at the conclusion of the war."

Then, the AFL called on the War Production Board to "begin plans now for reconversion, industry by industry, and plant by plant, so that we can all be set for action the moment the war ends."

Two other planks in the American Federation of Labor program are significant, indeed—and are as follows:

1. "Encouragement of capital investment and industrial expansion for peace-time production. The Government should not only permit, but stimulate opportunities to make a reasonable and fair profit for firms that are willing to increase production and employment. Furthermore, these business firms must be given assurance that they will not be taxed to death."

2. All AFL unions should "take the initiative now in seeking to find a basis for post-war labor-management cooperation" by studying such problems as "how to convert industries as quickly as possible, and how to increase peace-time production."

When the executive board of the latest labor organization in the nation champions the cause of free enterprise in such unequivocal language, when it warns that business must not be taxed to death, and that the foundation of our whole enterprise system is the chance to make a fair profit, then, certainly, it would seem that our people are getting back on the right track.

It would be stretching the truth to infer that all our labor troubles are over, and that labor and management will always see eye to eye, either during the war or after it, but at least we are making progress when labor men publicly warn the government—and that's what it amounted to—that they will not tolerate destructive attacks on business.

Actually, the greatest danger to business and labor and agriculture today is "Big Government," with its drift toward regimentation, and its constant encroachment on the people's means of livelihood. A towering bureaucracy, if it is permitted to go unchecked, ends in a super-state, such as that which we are now fighting in Japan and Germany.

And business and labor, when we have won the war, should try to settle their differences honestly and fairly—and make common cause against the menace of "Big Government" in our own America. For the business man will have no profits, and the wage-earner will have only a bare subsistence left from his paycheck, if they are forced to struggle under the load of a rapidly-expanding bureaucracy.

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Class in Vitamized Cooking Arranged for Home Makers

An opportunity for young army wives and others who feel the need of practical experience in modern cooking methods is offered in a course in wartime meal planning and preparation at Pasadena Junior College. Special attention will be given to economy and ration-point stretching. The course is a practical application of the principles of nutrition.

The Red Cross certificate in nutrition is awarded on successful completion of the class, which meets on Thursdays from 11 a.m. to 2 p.m. in room 202 of the Life Science Building at P.J.C. Enrollment without charge may be made directly in the classroom.

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Political Parade

By CLEM WHITAKER

How big is Uncle Sam? Too big, according to congressional investigators, and you can expect quite an explosion on the subject in Congress.

The old gentleman is eating up everything in sight, it seems, and is getting fat at the expense of his nephews and nieces, the States and counties—some of which are about to expire from malnutrition.

California and Arizona, incidentally, are two of the States which are feeling the pangs of tax-hunger because of Uncle Sam's abnormal appetite for public lands.

More than 76 per cent of the State of Arizona is owned outright by the Federal Government, according to Congressman J. Hardin Peterson of Florida, chairman of the House Committee on Public Lands.

And 49 per cent of California is owned either by the State or the Federal Government, with the result that county tax sources have dried up alarmingly.

Congressman Peterson reports that his committee's purposes are fourfold: 1—To inventory all public lands. 2—To investigate legislation aimed at stopping Federalization. 3—To find means of reimbursing counties for money taken from tax rolls by Federal land acquisition. 4—To enlarge the country's homestead policy.

Already arranged with the National Park Service, declares Congressman Peterson, is a program for the remittance of part of the fees paid by tourists to counties in which national parks are located, and it is also planned to give counties part of grazing fees. Congressman Alfred J. Elliott of Tulare has been appointed by Peterson as chairman of a sub-committee to hold public hearings in California—and Mr. Elliott has announced that his committee has got all possible data on local tax problems growing out of the drift toward Federalization.

"Even in the stress of war," asserts Elliott, "we cannot overlook preservation of local government."

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Hearts Delight 18 oz. can 46 oz. can
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3 Blue Points 6 Blue Points

pt. qt. 1/2 gal.
Wesson Oil 27c 52c 93c
4 Red Points 8 Red Points 16 Red Points

Market Basket (White or Wheat)
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Box of 100
Each Capsule Contains 10,000 Units A; 500 Units C; 1,000 Units D; 100 Gamma; 200 Units B1; Riboflavin
\$1.98

UNICAP VITAMINS
Upjohn Capsules
Bottle of 100
\$3.95

ITEMS MARKED (*) SUBJECT TO FEDERAL EXCISE TAX

Calo Cat and (Concentrated)

Dog Food
8 Oz. Pkg.
5c
Price .04874; Tax .00125

PILLSBURYS

Flour
25 Lb. Bag
\$1.31

PICT-SWEET BIG
Tender Peas
20 Oz. Can
15c
18 Blue Points

BANNER EVAPORATED

Milk
Tall Can
9c
1 Red Point

OLEOMARGARINE
All Sweet
1 lb. carton
25c
4 Red Points

Golden Age Macaroni and

Spaghetti
7 Oz. Pkg.
2 for 15c

M. B. Meat Co.

1720 EAST COLORADO PASADENA 2519 EAST COLORADO
1305 NORTH LAKE 3675 E. COLORADO 1415 NORTH LAKE
37 EAST HUNTINGTON DRIVE, ARCADIA

RED STAMPS X, Y, Z from
RATION BOOK No. 2 expire Oct. 2nd.

BROWN STAMPS A and B from
RATION BOOK No. 3 expire Oct. 2nd

Others from Book No. 3 are good as follows:
Brown Stamp C from Sept. 26 to Oct. 30, inc.
Brown Stamp D from Oct. 3rd to Oct. 30, inc.

SAVE FATS FOR VICTORY

Meat Departments Close at 6:00 p.m. Please Shop Early!

FULL POD

Lima Beans 1 lb 11c

MOUNTAIN GROWN DELICIOUS

Apples 1 lb 12c

M. B. Produce Co.

U. S. NO. 1 IDAHO OR KLAMATH RUSSET

Potatoes 10 lbs 38c

RIPE
Persian Melons 1 lb 5c

WATSONVILLE PIPPIN, LARGE SIZE

Apples 2 lbs 15c

YELLOW CROSS VARIETY

Sweet Corn 3 ears 15c

MARKET BASKET URGES ITS CUSTOMERS TO TAKE PART OF THEIR CHANGE IN U. S. WAR STAMPS

We Reserve the Right to Limit Quantities